

Arizona County Lodging Indicators: August 2007

County	Occupancy Rate		Average Daily Room Rate		Revenue per Available Room (RevPAR)		Room Demand		Room Supply	
	This	%	This	%	This	%	This	%	This	%
	month	change*	month	change*	month	change*	month	change*	month	change*
Apache County	66.6%	2.3%	\$77.74	9.3%	\$51.74	11.7%	20,468	3.7%	30,752	1.5%
Cochise County	73.9%	25.3%	\$62.50	12.2%	\$46.18	40.4%	61,887	36.2%	83,762	8.8%
Coconino County	81.9%	9.1%	\$92.79	7.3%	\$76.03	17.1%	266,785	8.7%	325,593	-0.4%
Gila County	71.3%	17.3%	\$76.56	12.0%	\$54.60	31.4%	23,767	17.3%	33,325	0.0%
Graham County	79.7%	16.2%	\$73.03	10.3%	\$58.20	28.2%	9,339	16.3%	11,718	0.0%
Greenlee County	n/a		n/a		n/a		n/a		n/a	
La Paz County	n/a		n/a		n/a		n/a		n/a	
Maricopa County	57.8%	1.0%	\$82.86	5.1%	\$47.87	6.2%	909,290	1.5%	1,573,932	0.5%
Mohave County	58.0%	-0.2%	\$72.24	2.7%	\$41.87	2.4%	76,299	-1.0%	131,626	-0.7%
Navajo County	71.0%	4.1%	\$69.58	8.7%	\$49.43	13.2%	71,353	4.1%	100,440	0.0%
Pima County	61.3%	1.7%	\$77.98	9.3%	\$47.83	11.2%	286,950	1.8%	467,821	0.2%
Pinal County	55.3%	5.5%	\$62.11	5.3%	\$34.37	11.1%	24,977	8.9%	45,136	3.2%
Santa Cruz County	67.2%	13.7%	\$71.39	9.8%	\$47.97	24.9%	19,975	13.7%	29,729	0.0%
Yavapai County	66.0%	4.1%	\$118.53	10.7%	\$78.19	15.1%	92,355	4.0%	139,996	0.0%
Yuma County	60.9%	-5.9%	\$72.43	6.9%	\$44.12	0.7%	52,093	-2.7%	85,529	3.4%

County	Occupancy Rate		Average Daily Room Rate		Revenue per Available Room (RevPAR)		Room Demand		Room Supply	
	YTD	%	YTD	%	YTD	%	YTD	%	YTD	%
		change*		change*		change*		change*		change*
Apache County	60.6%	4.3%	\$71.17	6.9%	\$43.10	11.4%	145,981	5.8%	241,056	1.5%
Cochise County	76.8%	12.3%	\$62.64	9.3%	\$48.14	22.8%	484,327	16.0%	630,235	3.2%
Coconino County	67.1%	3.1%	\$83.92	7.0%	\$56.27	10.2%	1,690,318	3.1%	2,520,608	0.1%
Gila County	74.1%	11.3%	\$70.53	9.2%	\$52.28	21.6%	193,628	11.4%	261,225	0.0%
Graham County	81.4%	13.4%	\$71.45	10.9%	\$58.18	25.8%	74,788	13.4%	91,854	0.0%
Greenlee County	n/a		n/a		n/a		n/a		n/a	
La Paz County	n/a		n/a		n/a		n/a		n/a	
Maricopa County	69.5%	-0.7%	\$124.10	7.2%	\$86.23	6.5%	8,616,228	-1.2%	12,399,371	-0.5%
Mohave County	59.7%	-3.9%	\$73.28	5.2%	\$43.72	1.1%	615,586	-3.4%	1,031,778	0.5%
Navajo County	64.0%	6.3%	\$62.65	4.8%	\$40.08	11.4%	503,725	6.3%	787,320	0.0%
Pima County	69.7%	0.0%	\$103.57	8.9%	\$72.15	8.8%	2,565,581	-1.4%	3,682,666	-1.3%
Pinal County	67.7%	0.3%	\$77.50	5.1%	\$52.51	5.4%	239,701	3.5%	353,808	3.2%
Santa Cruz County	72.5%	1.8%	\$72.35	9.4%	\$52.47	11.4%	168,997	5.3%	233,037	3.5%
Yavapai County	68.9%	-0.4%	\$119.79	9.7%	\$82.53	9.3%	755,732	-0.2%	1,096,968	0.2%
Yuma County	69.2%	-2.7%	\$77.72	9.0%	\$53.75	6.0%	458,096	-0.6%	662,337	2.1%

n/a= not available

* % change compared to last year

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.